

## Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 07849 040931Z

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-08 PASS-00 /019 W

-----102278 040934Z /16

R 040550Z SEP 77

FM AMEMBASSY TEHRAN

TO SECSTATE WASHDC 4363

UNCLAS TEHRAN 7849

E.O. 11652: N/A

TAGS: BEXP IR

SUBJ: COMPLIMENTARY LIQUOR REQUEST

TO: BROWN FOREMAN INTL CO.

PUBLIC RELATIONS OFFICE

P.O. BOX 1080

LOUISVILLE, KY. 40201

1. FOR THE FIFTH CONSECUTIVE YEAR, THE UNITED STATES IS PARTICIPATING IN THE TEHRAN INTERNATIONAL TRADE FAIR. THE MOST IMPORTANT COMMERCIAL EVENT HELD ANNUALLY IN IRAN, IT DREW 1.4 MILLION VISITORS IN 1976, WITH AN EQUAL IF NOT LARGER DRAWING EXPECTED THIS YEAR. THE AMERICAN PAVILION WILL HOUSE 31 EXHIBITORS REPRESENTING A BROAD SPECTRUM OF AMERICAN PRODUCTS.

2. JACK DANIELS HAS TRADITIONALLY SUPPORTED SIMILAR U.S. GOVERNMENT SPONSORED EVENTS WORLDWIDE, AND THE EMBASSY WOULD WELCOME A CONTRIBUTION OF FIVE CASES OF JACK DANIELS BOURBON.

3. IF AUTHORIZED, THE LOCAL DISTRIBUTOR MR. ALEC NICOLAS, COULD ARRANGE TO PURCHASE THE BOURBON FROM THE U.S. EMBASSY COOP, THUS AVOIDING SHIPPING PROBLEMS. ANYTHING REMAINING AFTER THE FAIR CLOSES COULD BE RESOLD TO THE COOP, OR MADE AVAILABLE FOR THE MACHINE  
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TOOL EXHIBITION TO BE HELD IN TEHRAN NOVEMBER 6 TO 10.

4. PLEASE ADVISE VIA U.S. TRADE CENTER TELEX NO. 21 3179 IRAN.

5. IDENTICAL CABLE SENT TO JACK BLAISDELL IN HEIDELBURG. REGARDS, DAVID E. WESTLEY, COMMERCIAL

ATTACHE, AMERICAN EMBASSY TEHRAN.  
SULLIVAN

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Case Number:** n/a  
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**Subject:** COMPLIMENTARY LIQUOR REQUEST TO: BROWN FOREMAN INTL CO. PUBLIC RELATIONS OFFICE  
**TAGS:** BEXP, IR  
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**Type:** TE  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009